

NOAA ClimateWatch Storytellers Workshop

Aug 11-13, 2010, in Silver Spring, MD

Workshop Goals:

1. Continue cultivating a culture of storytelling as best practice
2. Continue *ClimateWatch* team building and fostering of synergies
3. Provide opportunities for professional development
4. Identify and begin developing communications products for publication in *ClimateWatch* and elsewhere

Agenda

WEDNESDAY, AUGUST 11

Session 1: Welcome and Overview —Auditorium

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| 8:30 | Sign in, Networking (Coffee and Tea) | All |
| 9:00 | Welcome, Introductions, & Icebreaker | David Herring |
| 9:15 | Some Perspective on ClimateWatch:
<i>Where are we in our development and where are we going?</i> | David Herring |
| 9:45 | BREAK | All |
| | <i>(Additional attendees join workshop participants for Keynote presentation)</i> | |

Session 2: Story Writing —Auditorium

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| 10:00 | Story Proof: The Science Behind the Power of Story | Kendall Haven |
| 11:00 | Q&A with Kendall Haven | |
| 11:15 | Post-talk networking/ Excuse plenary-only attendees/Workshop participants move to Room 1W611 and break into assigned groups | |

Session 3: Building a Storyboard —SSMC Room 1W611

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| 11:30 | WORKING LUNCH (Lunch and drinks) | All |
| | Meet and eat in topic-focused groups | |
| 12:15 | Begin outlining treatment ideas | |
| 12:45 | Interactive sharing and feedback on select outlines | Kendall Haven / All |
| 1:15 | BREAK (Lunch residuals) | |
| 1:30 | Practical Advice from/for Practitioners (15-20 minutes each) | |
| 2:30 | BREAK (w/ Drinks and Cookies) | |
| 2:45 | Examples of great visualizations | led by Ned Gardiner |
| | <i>Building our pool of resources for Featured Images and Articles</i> | |
| 3:45 | Group and Individual time to work on ClimateWatch products | All |
| 5:00 | ADJOURN | |

THURSDAY, AUGUST 12**Session 4: Welcome and Overview** —NOAA Science Center

8:30	Sign in, Networking (Coffee and Tea)	All
9:00	Welcome back & overview of the day	David Herring
9:15	Overview of NOAA's Video Resources	Derek Parks
9:45	BREAK	All
(Additional attendees join workshop participants for Keynote presentation)		

Session 5: Storytelling via Video —NOAA Science Center

10:00	Keynote Presentation on Video Production	Heidi Cullen
11:00	Q&A with Heidi Cullen	
11:15	TRANSITION: Post-talk networking/ Excuse plenary-only attendees/Workshop participants move to Room 1W611 and break into assigned groups	

Session 6: Building Video Assets —SSMC Room 1W611

11:30	WORKING LUNCH (Lunch)	All
	Meet and eat in topic-focused groups	
12:15	Sketch video storyboard and prepare questions	All
12:45	Sharing and feedback on video plans	
1:15	Conduct interviews/gather video	
3:15	BREAK (w/ Drinks and Cookies)	
3:30	Group and Individual time to work on ClimateWatch products	All
4:30	More Practical Advice from/for Practitioners (15 minutes each)	
5:00	ADJOURN	

FRIDAY, AUGUST 13 —TBD

Session topics will include *opportunities for extension* and *connecting with other federal agencies*.

We plan to adjourn at 2:00.